

ABSTRACT

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A system for enables real-time collaboration and workflow management of a marketing campaign within a marketing organization. In one aspect, user displays for the marketing organization's computer system are provided. A role portal component provides at least two respective role portals that correspond to at least two marketing roles within the marketing organization (for example, marketing executive, marketing manager, data analyst, etc.). A workbench component generates, on a user display, a workbench that corresponds to each of the role portals. Each workbench permits a user to access metric and workflow information associated with the corresponding marketing role. The workbench for each role may comprise several displayable web-pages, such as a home page, an activities page for workflow, a marketing campaigns with information and metrics about various marketing campaigns, and a customer analysis page.

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